

EuroAsia Grows Attendance Rate by 6x With Micepad



Case Study

European Society of
Intensive Care Medicine

Taiwan Society of Critical
Care Medicine

Taiwan Society of
Emergency & Critical
Care Medicine

The Organizers



The European Society of Intensive Care Medicine (ESICM) supports the advancement of knowledge in intensive care medicine of critically ill patients and their families through education, research and professional development.

The Taiwan Society of Critical Care Medicine (TSCCM) aims to increase research on critical care medicine, introduce updated treatment and facilitate global academic exchanges.

The Taiwan Society of Emergency & Critical Care Medicine (TSECCM) promotes critical care medicine, training and collaborate with other critical care medicine societies.

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The Challenge

ESICM, TSCCM, TSECCM hosts its annual flagship event called ‘EuroAsia’. In view of the COVID-19 pandemic, foreign delegates could not come to Taiwan to attend EuroAsia, resulting in the event being postponed for 6 months.

With a greater need for upskilling medical professionals in the current climate, a solution for event continuity was more critical than ever.

The Solution

ESICM, TSCCM, TSECCM decided that it was time to transform into a hybrid event.

They approached Micepad for our expertise, where our software gave them the opportunity to host a in-person event, livestreamed to medical professionals all over the world.

With support from the team, ESICM, TSCCM, TSECCM were able to successfully launch their first hybrid event, EuroAsia 2020.



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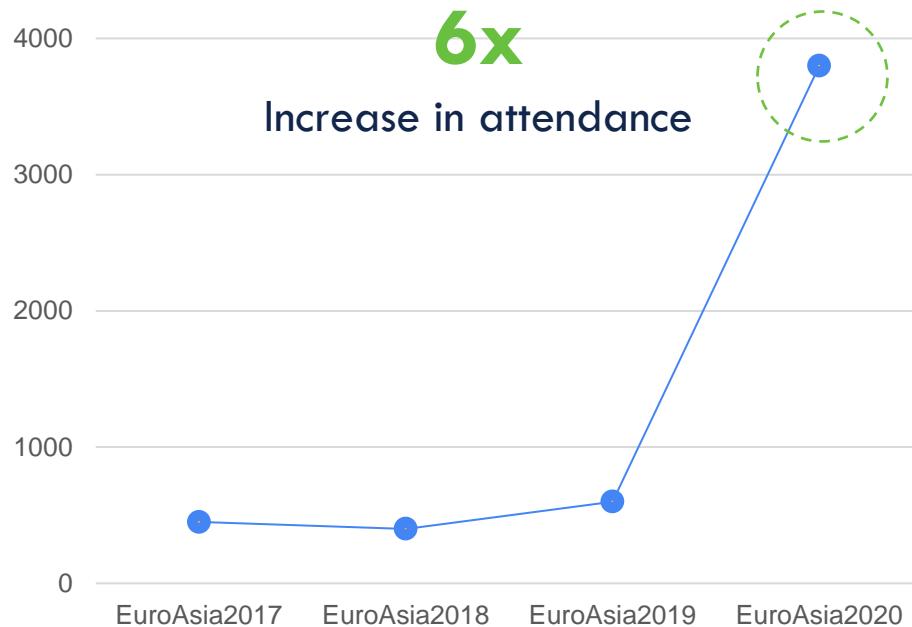
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The Results

The transformation from an in-person to a hybrid event was a huge success. Compared to the previous year of EuroAsia, there was an 6x increase in attendance rate.



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The Results

6X

Increase in attendance



In-person

2,472 local
attendees



Virtual

3,348 local & foreign
attendees
(Some physical attendees also
attended virtual)

287 Speakers

129 Sessions

6 Sponsors

20 Exhibitors

“ Micepad platform allows attendees to use their laptop and mobile device to watch the live stream, and switch between conference rooms at any time. Attendees can also raise questions on the platform immediately, which greatly increased engagement for our hybrid conference! Attendees from abroad were able to join us online during the COVID-19 pandemic. We had a very good hybrid conference experience with Micepad. (original in Chinese)



Tony, Yu-Chang Yeh
Chair of Scientific Affairs
TSECCM

Power Up Your Hybrid Event Today

Let Micepad show you how

[Book a Demo](#)